

## Message Text

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ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 USIA-06 /022 W

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R 090842Z JUL 75

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 5926

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FOR CU/EE

E.O. 11652: N/A

TAGS: OEXC, PL

SUBJECT: NYU MANAGEMENT GAME: TRAVEL OF MYRON URETSKY

REF: STATE 148250

1. PROFESSORS MYRON URETSKY, STEVEN SHULMAN AND MARTIN HOLLY, FROM THE NEW YORK UNIVERSITY (NYU) GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, VISITED WARSAW JULY 3-5 FOR CONSULTATIONS WITH EMBASSY OFFICERS AND VICE MINISTER OSTAPCZUK AT THE IDKKAP CONCERNING THE "MANAGEMENT GAME" WHICH NYU CONDUCTS WITH THAT ORGANIZATION. URETSKY SAID THAT HIS DISCUSSIONS HAD GONE WELL WITH IDKKAP AND THAT THEY WOULD BE "...CONTINUING AND EXPANDING THE GAME".

2. WE DISCUSSED THE FUTURE OF MANAGMENT STUDIES IN POLAND WITH URETSKY ON JULY 3 SHORTLY AFTER HIS ARRIVAL AND ON JULY 4 FURING THE AMBASSADOR'S JULY 4 RECEPTION WHICH URETSKY AND HIS PARTY ATTENDED, INFORMING HIM OF THE REQUEST OF THE MINISTRY OF HIGHER EDUCATION, SCIENCE AND TECHNOLOGY FOR FULBRIGHT LECTURERS IN THIS FIELD. URETSKY THINKS IT IS TOO LATE TO RECRUIT ACADEMICIANS WHO WOULD BE ABLE TO BEGIN THEIR WORK HERE IN OCTOBER. WE ASSURED HIM THAT WE HAD INFORMED THE MINISTRKY THAT WE PROBABLY COULD NOT FILL THESE POSITIONS BECAUSE THE NORMAL REQUEST AND SPECIFIC INFORMATION ABOUT THE POSITIONS WERE RECEIVED SO LATE. URETSKY SAID THAT HE WOULD CONTACT A FEW COLLEAGUES IN THE U.S. ON HIS RETURN IN

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AN EFFORT TO ASSIST OUR RECRUITING EFFORTS. HE SPECIFICALLY

MENTIONED ILLINOIS UNIVERSITY AS A POSSIBLE SOURCE, NOTING THAT ITS GRADUATE SCHOOL OF BUSINESS HAS A SPECIFIC INTEREST IN INTERNATIONAL MANAGEMENT PROGRAMS.

3. URETSKY SUGGESTED THAT IT MIGHT BE POSSIBLE TO CONVINCE ONE OF THE AMERICAN COMPANIES WHICH IS CURRENTLY OPERATING IN POLAND TO ASSIGN ONE OF THEIR MANAGEMENT SPECIALISTS TO A POLISH INSTITUTION FOR AN ACADEMIC YEAR. WE AGREE THAT THIS MIGHT BE A POSSIBILITY BUT BELIEVE THAT THE POSITIONS AT

WROCLAW AND WARSAW POLYTECHNICS SHOULD BE FILLED BY ACADEMICIANS AT THE OUTSET OF THESE NEW PROGRAMS. IT MAY BE POSSIBLE TO WORK OUT SUCH AN EXCHANGE WITH AN AMERICAN COMPANY AT A LATER DATE, BUT THE INITIAL CONTACT SHOULD BE MADE BY AN AMERICAN ACADEMICIAN IN EACH INSTANCE. IN THE EVENT THAT WE ARE NOT ABLE TO FILL THESE POSITIONS IN OCTOBER, WE WOULD HOPE TO FILL THEM FOR THE BEGINNING OF THE SECOND SEMESTER IN JANUARY OF 1976.

4. WE BRIEFLY DISCUSSED THE POSSIBILITY OF URETSKY UNDERTAKING A SURVEY OF MANAGEMENT ACTIVITIES IN EASTERN EUROPE. SUCH AN AREA-WIDE STUDY MIGHT BE OF SOME USE TO THE DEPARTMENT. THE EMBASSY IS SPECIFICALLY INTERESTED IN A SURVEY OF U.S. MANAGEMENT ACTIVITIES CURRENTLY IN PROGRESS IN POLAND. WE ARE AWARE OF THE IREX AND CU ACTIVITIES IN THIS FIELD AND FEEL THAT A COMPLETE LISTING AND EVALUATION OF MANAGEMENT PROGRAMS IN PROGRESS HERE WOULD BE OF USE TO US IN DECIDING WHICH PROGRAMS WE WISH TO SUPPORT, GIVEN OUR LIMITED RESOURCES FOR ACTIVITIES IN THIS FIELD. GIVEN HIS EXPERIENCE AND THE REGARD IN WHICH HE IS HELD AMONG HIS POLISH CONTACTS, WE FEEL THAT URETSKY WOULD BE WELL SUITED TO UNDERTAKE THIS STUDY IN POLAND.

DAVIES

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